

**From:** [Ariana Gomez](#)  
**To:** ["Mario Aceves"](#)  
**Subject:** RE: Inquiry Regarding the Installation of Pole Banners in LA Fashion District  
**Date:** Monday, November 07, 2016 11:57:00 AM

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Thanks for the clarification Mario.

Ariana

**From:** Mario Aceves [mailto:mario.aceves@lacity.org]  
**Sent:** Monday, November 07, 2016 11:39 AM  
**To:** Ariana Gomez <ariana@fashiondistrict.org>  
**Subject:** Re: Inquiry Regarding the Installation of Pole Banners in LA Fashion District

Hi Ariana,

The permits are approved on a first come first serve basis. The BID doesn't have any priority with regards to other nonprofit organizations. The only priority you have is that with respect to other BID's. Other BIDs are not allowed to install within your district.

On Mon, Nov 7, 2016 at 10:32 AM, Ariana Gomez <[ariana@fashiondistrict.org](mailto:ariana@fashiondistrict.org)> wrote:

Hi Mario,

I've taken over this project for Jessica and was wondering if there are any special permitting rules or regulations we should be aware of as a Business Improvement District. We had at one point, been told that we had priority in the permitting process for banner installation within our district. Is this accurate?

We are trying to install banners on Broadway and Spring Streets, but were told by our vendor that permits for those areas have been taken out a year in advance and we would have to wait.

Your help is much appreciated. Thank you!

Ariana

Ariana Gomez  
Marketing & PR Manager



**LA Fashion District BID**

110 E 9<sup>th</sup> St, Suite A1175 | Los Angeles, CA 90079

[213-488-1153 ext. 718](tel:213-488-1153)

[www.fashiondistrict.org](http://www.fashiondistrict.org)

**From:** Mario Aceves [mailto:[mario.aceves@lacity.org](mailto:mario.aceves@lacity.org)]  
**Sent:** Monday, November 07, 2016 8:51 AM  
**To:** Ariana Nussdorf <[projectmgr@fashiondistrict.org](mailto:projectmgr@fashiondistrict.org)>  
**Cc:** Rena Leddy <[rena@fashiondistrict.org](mailto:rena@fashiondistrict.org)>; Ariana Gomez <[ariana@fashiondistrict.org](mailto:ariana@fashiondistrict.org)>  
**Subject:** Inquiry Regarding the Installation of Pole Banners in LA Fashion District

Hi Jessica,

I handle the banner permit applications at BSL. In order to install banners on Bureau of Street Lighting (BSL) streetlight poles, you need to contact an authorized vendor (banner company). The authorized vendor is responsible for submitting the permit application online to BSL with all the information regarding the event. Only the authorized vendors on the attached list can submit an application to BSL. The vendor will ask for proposed locations, requested period of installation, and a banner image.

The vendor will submit the application with all the necessary information for BSL to review and approve. The vendor will include the permit fees in the quote they provide to you. The application must be submitted by the vendor at least 10 days before the installation date. After we approve an application the vendor will install/remove the banners for the requested period of time.

Please, do not hesitate to contact me if you have further questions.

Regards,

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**Mario L. Aceves**  
Street Lighting Engineering Associate  
Bureau of Street Lighting  
Community Services Division  
[\(213\) 847-1451](tel:(213)847-1451)

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**Mario L. Aceves**  
Street Lighting Engineering Associate  
Bureau of Street Lighting  
Community Services Division  
(213) 847-1451

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